



Keep Charlotte Beautiful Committee FY 2015 Report

KEEP CHARLOTTE BEAUTIFUL COMMITTEE

Keep Charlotte Beautiful (KCB) Committee is a volunteer-based affiliate of Keep America Beautiful.

KCB's activities support existing City goals in Community Engagement, Solid Waste and Code Enforcement while aligning with the five focus areas of Keep America Beautiful: Litter Prevention, Recycling, Community Greening, Waste Reduction and Beautification. The committee places a strong emphasis in helping to ensure that all Charlotte neighborhoods are beautiful, safe, and desirable places to live.

Keep Charlotte Beautiful has twenty members appointed by Charlotte City Council and the Mayor's Office. They meet the first Tuesday of every month and also conduct various subcommittee meetings in the interim.

Committee members as of June 30, 2015 were:

Nicole Storey (Executive Director)
Denise Coleman (Program Manager)
Kelley Amundson (Co-Chair)
Melvin Jewett (Co-Chair)
Scott Adams (Vice-Chair)
Camille Cunningham (Secretary)
Russ Ferguson
Deborah Robinson
Sarah Zdeb
Francene Greene
James Hildreth

Audrey Singer
Tiffany Hughes
Joshua Middleton
Vineta Pritchard
Ann Wood
Michael Zytchow
Theresa Rosa-Corey
Robert Combs
Joshua Arnold
Mike Zytchow

FY 2015 ACTIVITY HIGHLIGHTS

KEEP CHARLOTTE BEAUTIFUL: BEAUTIFICATION GRANT

Significant changes were made to the application process this year. The FY15 KCB Beautification Grant marks the inaugural cycle to accept applications online via Foundant, the grants management platform used by the Neighborhood Matching Grants (NMG) program.

The board has plans to continue the process of improving the grant to maximize the impact it has on the community. Twenty grant applications were received; two communities were awarded \$1,913.81 and \$2,808.70 each to complete their project by December 2015.

Beautification Grant Recipients:

Madison Central Park Beautification Shade Grant (District 6)

- The neighborhood will beautify Madison Central Park at Pinewood Elementary by incorporating decorative planters. Trees and shrubbery will be added to enhance the park and provide shade over walking trails.
- The large planters will be long lasting and provide a safe elevated planting area away from CMS landscaping mowers.



Making the Old New again in College Downs (District 4)

- Community members will upgrade the neighborhood entrance with new signage and landscaping in addition to two landscape improvements in two additional areas which have become blighted through neglect.
- Thousands of people drive or walk along University City Blvd every day and they will see the difference that grass, flowers, and mulch will make to the main entrance on Mark Twain.



COMMUNITY APPEARANCE INDEX

The Community Appearance Index provides an opportunity to measure litter prevention measures throughout the City and is required to be performed annually by Keep America Beautiful. Keep Charlotte Beautiful measured the presence of roadside litter.

A group of trained KCB Board members and volunteers visited 70 pre-determined locations throughout the City and rated each one on a scale of 1(low) to 4 (high). Index results are used as a tool to communicate to City officials including Solid Waste Services and neighborhoods how successful we have been in preventing these visual blights.

| Community Appearance Index Results | 2014 Average | 2015 Average |
|----------------------------------------------------------------------------------------------------------------|---------------------|---------------------|
| Litter Index | 1.88 | 1.83 |
| % change 2014-2015 (A decrease indicates an improvement toward the excellence standard of Litter Index) | | -2.51 % |

| <i>Litter Index Comparisons</i> | | | | | | | | |
|-------------------------------------------------------------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|----------------------|
| Year | District 1 | District 2 | District 3 | District 4 | District 5 | District 6 | District 7 | Total Overall |
| 2006 | 2.49 | 1.65 | 2.2 | 2 | 2 | 1.8 | 2.14 | 2.04 |
| 2007 | 1.45 | 1.4 | 2.92 | 1.97 | 2 | 1.52 | 1.7 | 1.85 |
| 2008 | 1.33 | 1.62 | 2.06 | 1.72 | 1.76 | 1.62 | 1.3 | 1.63 |
| 2009 | 1.54 | 1.93 | 1.58 | 1.81 | 1.8 | 1.68 | 1.57 | 1.70 |
| 2010 | 1.4 | 1.88 | 1.42 | 1.9 | 2 | 1.4 | 1.3 | 1.61 |
| 2011 | 2 | 1.63 | 1.9 | 1.8 | 1.38 | 1.73 | 1.87 | 1.76 |
| 2012 | 1.87 | 1.57 | 1.3 | 1.43 | 1.7 | 1.8 | 2.23 | 1.70 |
| 2013 | 1.6 | 1.5 | 2.4 | 2.1 | 1.9 | 2.2 | 1 | 1.81 |
| 2014 | 1.87 | 1.7 | 2.6 | 1.95 | 1.95 | 1.6 | 1.5 | 1.88 |
| 2015 | 1.77 | 2.03 | 2.03 | 2.00 | 1.80 | 1.48 | 1.73 | 1.83 |
| Percent Change 2014-2015 | -5.35% | 19.41% | -21.92% | 2.56% | -7.69% | -7.50% | 15.33% | -2.51% |
| | | | | | | | | |
| | | | | | | | | |
| Note: A decrease indicates an improvement toward the excellence standard of Litter Index. | | | | | | | | |

AMERICA RECYCLES DAY

KCB continued its collaboration with Solid Waste in this year's America Recycles Day. The Recycle Fair was held on November 14th at the Disc Plaza Uptown. This year, Charmeck311 joined this educational effort. All participating agencies concentrated on providing information around recycling initiatives and composting training.

Community members were encouraged to bring the following items to be recycled:

- Paper and old documents,
- Electronics for GoodWill
- Household items for GoodWill



**America Recycles Day
11/14/14 11-2pm
Disc Plaza Uptown**

Keep Charlotte Beautiful (KCB) is partnering with City Solid Waste Services to host an annual recycling education event for local citizens.

Additional partners include Mecklenburg County Solid Waste, Charlotte Mecklenburg Utilities Dept. and Charmeck 311.

In addition to having fun activities, KCB and other partners will provide recycling and composting education items and have free giveaways.



GREAT AMERICAN CLEAN UP



In previous years Keep Charlotte Beautiful hosted 2 events during the Great American Clean Up. This year KCB increased our participation in the Great American Clean Up by hosting 6 events throughout the city. This year KCB also leveraged its relationship with Keep Mecklenburg Beautiful and Storm Water Services to maximize the impact of our efforts.

KCB also played a role in encouraging Adopt-a-City street Volunteers to organize larger clean ups during the March-May time period. 223 volunteers from all over the city including members of Bank of America, Dow Chemical, and Lowes came out to support these cleanups collecting over 4.6 tons of litter (including 200 tires). In appreciation for their support, volunteers who participated entered into a raffle to win donated prizes.

ADOPT-A-CITY STREET PROGRAM

A continuous effort has taken place to update volunteer information and provide support to active Adopt-a-City-Street volunteer groups.

As of July 2015, 218.86 miles of City streets had been formally adopted through the Adopt-a-City Street Program. This fiscal year, 43.61 miles were adopted by local volunteer groups that have been actively organizing cleanups

Volunteers contributed 1798 hours to cleaning up city streets and collected 871 bags of litter. KCB board members also coordinated quarterly clean ups of a one-mile segment of Central Ave which has been adopted by the board.



ADDITIONAL NOTES:

- KCB continued to develop its social media presence and engagement. It currently has 502 followers on Facebook and 261 on Twitter.
- An executive committee continues its work in developing the KCB board and its presence in the community.
- Once again, the KCB board hosted a retreat to develop ongoing ideas and initiatives.
- KCB supported the annual Community Shred Event & Sustainability Fair hosted by Council Member Phipps. At the fair, community members were encouraged to bring the following items to be recycled:
 - Paper and old documents (21, 220 lbs. of materials shredded).
 - Household items for GoodWill (2,317 lbs. of goods collected).
 - Outdated prescription medicines for CMPD to dispose of.

